

Fig. 1
ITV System

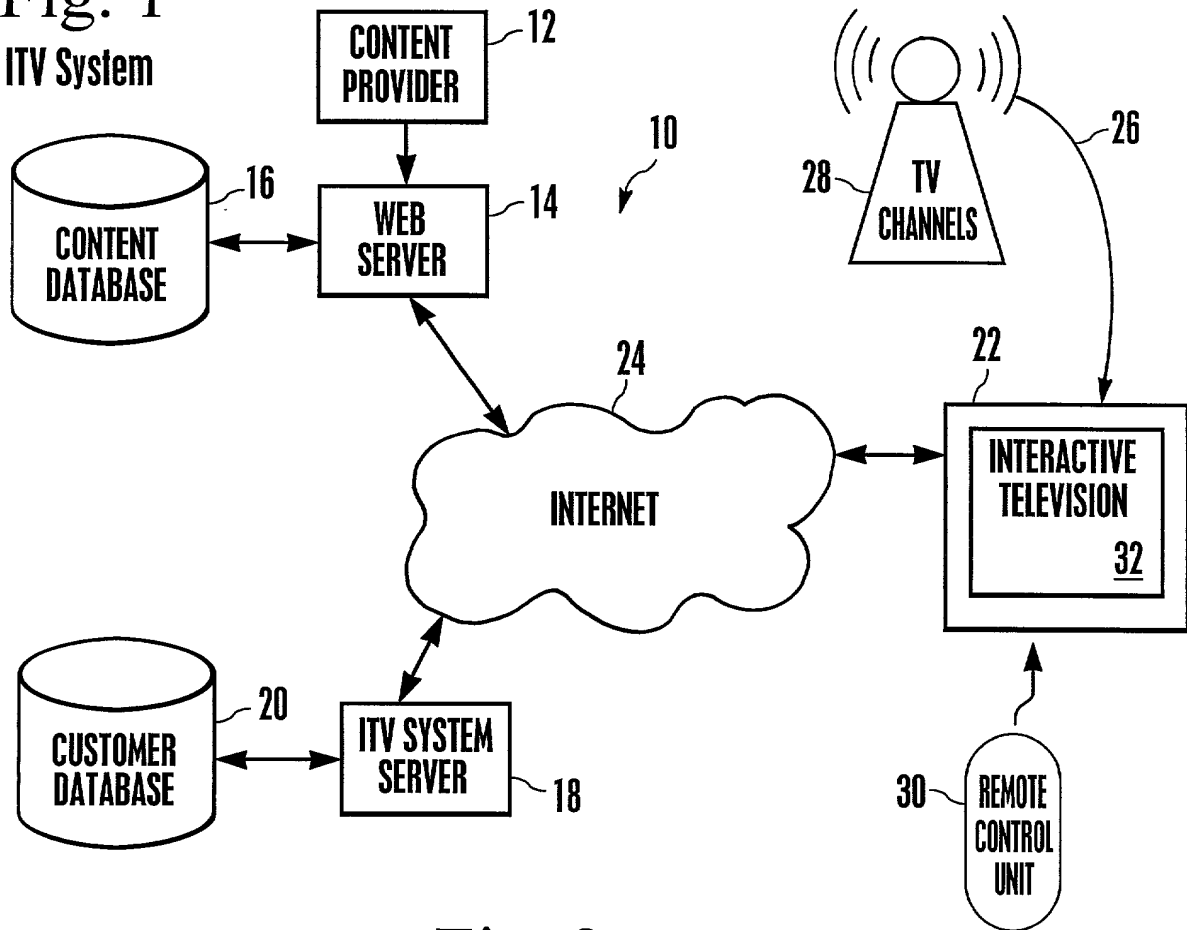
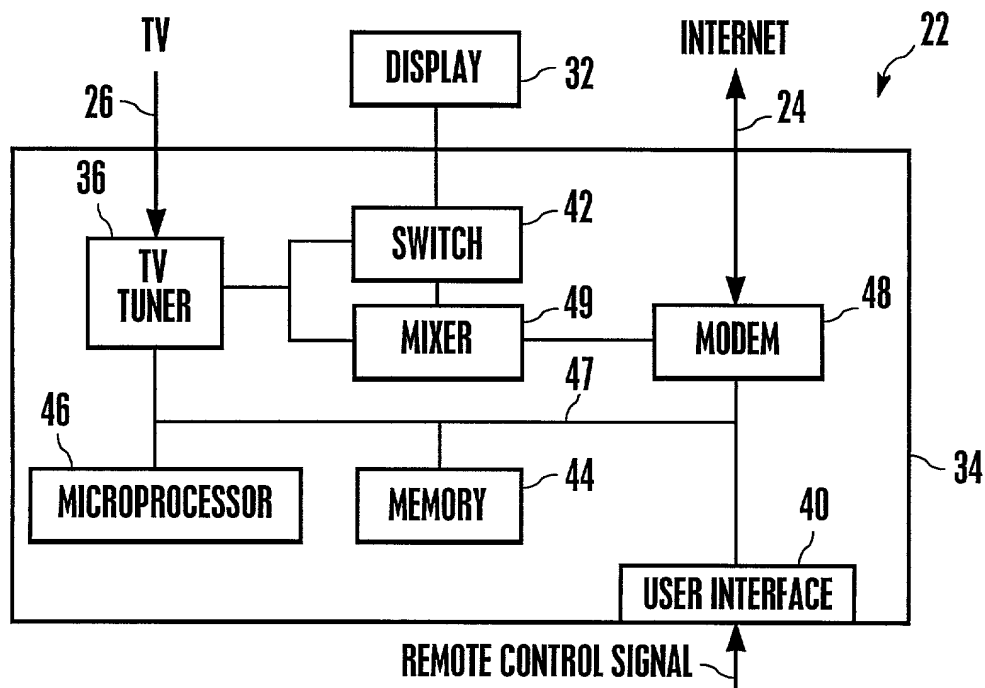


Fig. 2
ITV Set



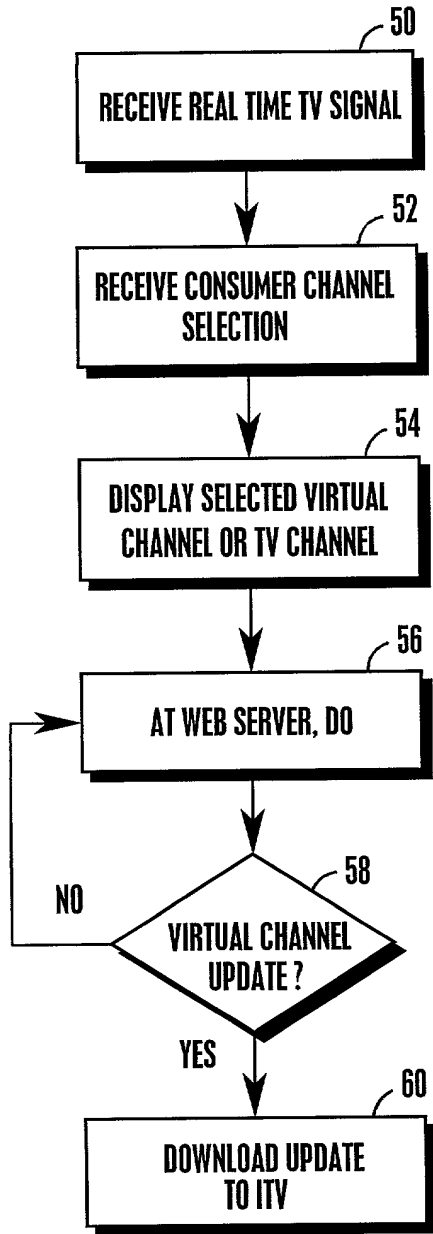


Figure 3
OVERALL METHOD

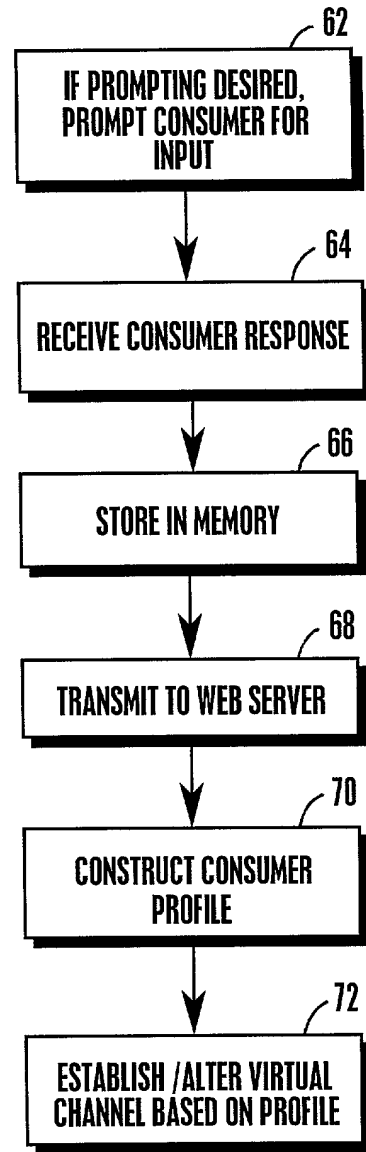


Figure 4
ESTABLISHING CONSUMER
PROFILE